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# USF Sarasota-Manatee - Substantive Undergraduate Course Proposal Form

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## 1. College/School Contact Information

<u>Tracking Number</u> 30	<u>Date &amp; Time Submitted</u> 2013-12-20 10:22:39.0	
<u>Discipline</u> English	<u>College/School</u>	<u>Budget Account Number</u> 122300004
<u>Contact Person</u> Sarah Smith	<u>Phone</u> 9413594619	<u>Email</u> sarah43@sar.usf.edu

## 2. Course Information

<u>Prefix</u>	<u>Number</u>	<u>Full Title</u>	
ENC	4268	Sr Seminar in Professional & Tech Writing (PTW)	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u>	<u>Section Type</u>	<u>Grading Option</u>	
3	Discussion (Primarily)	Regular	

Abbreviated Title (30 characters maximum)  
Sr Seminar in PTW

## 5. Prerequisites

Senior status and at least three of the following ENC 2210, ENC 3250, ENC 3310, ENC 4208, ENC 4209, ENC 4212, ENC 4260, ENC 4263, ENC 4311 or CI

## 6. Corequisites

## 7. Co-Prerequisites

## 8. Course Description

ENC 4268 helps students consolidate learning from previous BTW courses to prepare for professional employment by performing advanced assignments guided by professional mentors and instructor. Required course, not repeatable.

## 9. New Course Information

<u>New Prefix</u>	<u>New Number</u>	<u>New Full Title</u>
N/A	N/A	N/A
Is the course title variable?		N
Is a permit required for registration?		N
Are the credit hours variable?		N
<u>New Credit Hours</u>	<u>New Section Type</u>	<u>New Grading Option</u>
N/A	Class Lecture (Primarily)	Regular

New Abbreviated Title (30 characters maximum)

N/A

12. New Prerequisites  
ENC 4946 & Senior Standing

13. New Corequisites  
N/A

14. New Co-Prerequisites  
N/A

15. New Course Description  
N/A

16. **Justification**

A. Nature of change(s)

The current prerequisite structure and verbiage is unable to be coded into Banner. Specific prerequisites have been selected, so they can be coded into Banner. This will ensure that students have the correct course knowledge before entering into ENC 4268.

B. Indicate how this course will strengthen the Undergraduate Program.

Prerequisites will be enforceable.

C. What specific area of knowledge is covered by this change that is not covered by courses currently listed.

n/a

D. What is the need or demand for this course? {Here you must indicate if this course is part of a required sequence in the major} What other programs would this course?

Ensure students have taken the appropriate courses previous to their senior seminar. It is a core program requirement for the Professional and Technical Communication BA.

E. What qualifications for training and/or experience are necessary to teach this course?

a masters degree is required with 18 graduate credit hours in the discipline

F. What will be the effect of this change on the program and on the students? Do you plan to drop a course if this change is made? (If dropping/deleting a course please complete the nonsubstantive course change form.)

no

17. **Other Course Information**

A. Objectives

The goal of this course is to help you tie together all previous experience and academic coursework in developing knowledge and practice of the skills, tools, and insights needed to work effectively as an analyst, editor, writer, writing coach, and communications consultant. The course will promote the use of written and spoken English in business, industry, organizations, and technical occupations. You will examine critically your role as a writer and your responsibility and relationship with your readers. You will be expected to demonstrate the high level of proficiency needed for success in the post-graduation workplace.

## B. Learning Outcomes

Discipline-Specific Knowledge & Skills OUTCOME A1: Show ability to create clear, concise, and complete messages that meet the needs of intended users and readers. " PRACTICUM Part 1: Students will create, from scratch, their own comprehensive communications plan for the semester based on their pursuit of a career in one of the six tracks listed on pages 1-2. The plan will cover their program/semester mission and objectives, types of outputs/deliverables (for example, printed materials or internet advertising), activities, budget, timeline, and implementation plan including issues, trade offs, liabilities. OUTCOME A2: Meets the stated deadline for assigned projects. " PRACTICUM Part 2a: Refining and implementing the plan developed for Outcome A1, students will create the actual messages to be used in the communications plan. In cases where they need assistance in graphic design, web publishing, and other specialized activities, the instructor will guide in finding expertise within the university and the Sarasota area who might assist. " PRACTICUM Part 2b: Students will also create a writers resume specific to a position that will sell themselves in their chosen writing track. OUTCOME A3: Shows the ability to create and transmit messages in such diverse media as print, audio, video, in-person presentation, and internet. " PRACTICUM Part 3: Students will now take their messages and publish them in the appropriate media (print, internet, television, audio, or other) and then measure the effectiveness of their messages on the basis of audience feedback and other suitable criteria. Critical Thinking Skills OUTCOME B1: Shows sound judgment in using effective communication concepts, theories, tactics, and strategies appropriate for intended project results. " ACADEMIC RESEARCH: With guidance from the instructor, students will perform selected reading and review of respected opinion and analysis in the academic and trade literature concerned with business and technical writing, mass media, journalism, communications, and internet publishing. They will apply their reading and research by creating a thoughtful, creative, and original paper discussing their discoveries and how they mesh (or collide) with the experience they have had and are having in the practicum portion of the capstone course. The objective will be to combine sharp analysis with practical observation of the way communications really happen in the marketplace. Students will have as their intended audience other students interested in pursuing a career in professional and technical writing. In addition to written analysis, students will also deliver their results in an oral presentation. Communication Skills OUTCOME C1: Shows ability to effectively interpret, edit, and communicate professional and technical messages from subject matter experts (SMEs) to lay users. " FINAL PROJECT: Students will bring together everything they have learned in the practicum and academic research to create a final work in a medium of their choosing (for example,

internet, prose document, video, mixed media) which they can proudly exhibit to prospective employers, clients, or graduate admission committees as evidence of the breadth and depth of their achievements at USF Sarasota-Manatee. This project will be published on the USFSM website.

### C. Major Topics

Six Learning Tracks: You will choose a separate track (or overlapping tracks) for close study and practice of communications skills during the semester. These include the following: 1. Digital and technical writing such as manuals, procedures, user software. 2. Writing, editing, and publishing for desktop, print media, and scholarly outlets such as medical science, psychology, education, business. 3. Grant writing in the community for non-profit organizations and/or schools/universities. 4. Freelance writing and reporting in specific fields such as education, environment, fashion, finance, health, law, nutrition, religion, sports, movie or restaurant critiquing, travel writing, and other non-fiction topics. 5. Business writing within an organization or enterprise to affect public opinion in fields/departments such as advertising, crisis management, marketing communications, human resources, and public relations. 6. Ghostwriting/editing, speech preparation, and communications coaching as a consultant to corporations, organizations, government, and the professions.

### D. Textbooks

There are no required texts for this course. However, a number of suggested resources are available and can be found in Canvas. In addition to the Canvas list, here is a brief list of what may prove fruitful as you search. The Renegade Writer: A Totally Unconventional Guide to Freelance Writing Success (Paperback); Linda Formichelli and Diana Burrell; Marion Street Press; Second edition (November 1, 2005) Careers in Writing: Blythe Cameron; McGraw-Hill; (2007) Career Opportunities in the Publishing Industry: Fred Yager; Checkmark Books. Second edition; (October 2009)